1:1 Marketing in Online Advertising at SCALE

Presented by Andrew Hirshman
What We’ll Talk About Today

Overview

Personalization Touchpoints:

- Site Side: Company Properties
- 3rd Party Space: The Internet at Large
- The Ties That Bind: Tag and Identity Management

Disclaimer: “The following slides, are strictly the point of view of the presenter.”
Small, But Well Identified Data Drove Early Customer Experiences
Early Mainstream Internet

GeoCities members, or Homesteaders, create their home pages within themed communities called Neighborhoods. Find a Neighborhood that interests you, and see how our Homesteaders use their pages to showcase their interests and creative content for millions of people to see.

- Area51: Science fiction and fantasy
- Athens: Education, literature, poetry, philosophy
- Augusta: Golf and the finer side of the fairways
- Baja: Four-wheeling, SUVs, off-roading, adventure travel
- BourbonStreet: Jazz, Cajun food, Southern culture
- Broadway: Theater, musicals, show business
- CapeCanaveral: Science, mathematics, aviation
- Capital Hill: Government, politics, and lots of strong opinions
- CollegePark: University life, from academics to extracurriculars
- Colosseum: Sports and recreation
- EnchantedForest: A neighborhood for and by kids
- EuroKids: Small businesses, home offices
- FashionAvenue: Top designers, beauty and fashion
Amazon in 1999: A shopping Search Engine

In Books

London Calling

Wrapping up an ambitious reissue program, the great Penelope Fitzgerald delivers not one but two classics in miniature. *The Golden Child* is the British author's first novel, in which an ancient mummy ignites a curatorial ruckus, while *At Freddie's* revolves around a drama academy and its deeply amusing student body. Go to

In Electronics

MiniDisc the Magnificent

Sony's *Bundle5 MiniDisc package* harmonizes two separate products--a MiniDisc home recording deck and a portable MiniDisc player--so you can record, edit, and title your own discs from both analog and digital sources, then enjoy them on the go. Go to

In Toys & Games

Back with Pride
Amazon on Valentine’s Day 2016
1st Party Data: Company Owned & Operated
Content Optimization and Testing Platforms
Customer Service Signals
Segmentation and Content/Offer Matching

- **Prospect**: BMW Car Owner
- **Prospect**: Mom Insuring Teenage Daughter
- **Prospect**: Someone Who is in market for a home mortgage
- **Prospect**: Searched on Keyword “Auto Insurance Reviews”
- **Prospect**: Current Customer-New IP Address

Central to these prospects is a **Tailored User Experience** which includes:

- **Creative Differentiation**
- **Product Differentiation**
- **Price Differentiation**
- **Active vs. Inactive Pursual**
- **Sequential Content**
- **Offline Channel Routing**
3rd Party Space - The Internet
The first section was the Island, Now the Ocean...
Audience-Publisher Exchange

- Real-time ad marketplace that provides transparent and dynamic pricing
DSPs (Audience Buying Tools)

Progressively, bought more and more at auction (10-100 Milliseconds)
Measurement, DMPs, 3rd Party Data (Decision Support)
End to End Solutions: Google’s DoubleClick Marketing Suite

- **Advertiser**
  - Organize audience data
  - Design compelling creative
  - Execute campaigns across formats, channels, screens

- **Publisher**
  - Reach audiences across formats, channels, screens

**Measure for impact**
- Full-funnel unified reporting, Site analytics, Attribution

**End to End Solutions**
- Google’s DoubleClick Marketing Suite
- DoubleClick for Publishers
- DoubleClick Campaign Manager
- DoubleClick Bid Manager
- DoubleClick Search

**DoubleClick Reporting**
- Google Analytics Premium

**Tools**
- DoubleClick Digital Marketing
- DoubleClick Studio

*Google Confidential & Proprietary*
Most audiences are purchased in 10-100 milliseconds, so having data side by side is a major advantage.

- **Company Data**
  - Media Data: e.g. Audience Performance and Pricing
  - CRM Data: e.g. Online and offline data
  - Web Analytics: e.g. Site Activity

- **Vendor Unique Data**
  - Google: e.g. Cross Device Viewability Browsing Behavior

- **3rd Party Data**
  - Third Party: e.g. Type of Car Purchased, Family Status, Income, Job Title

- **Aggregated Data**
  - Custom Audiences: Audiences comprised of multiple data sets
Media Decisioning Can Better Align to Profit as opposed to proxies

Demo
- 45-54, Female, Atlanta, GA
- Teen Age Children

Trigger
- Searched on “Cheap Car Insurance”

Classification
- HHI, BMW Car Purchaser

Insight
- Searched on Keyword “Auto Insurance Reviews”

Relationship
- Current Customer, Recently Purchased Home

Right Ad at the Right Value
Other Players Are Also Ramping Up

Verizon buys AOL for $4.4 billion

Facebook Finally Pulls Trigger, Buys Atlas Ad Server From Microsoft

After months of speculation, Facebook has finally bought the Atlas online ad serving and measurement service from Microsoft. The acquisition, for which Facebook and Microsoft did not provide a price, was reported yesterday by Advertising Age as likely to happen today.

And so it did. The way Facebook is describing the potential benefits makes it quite clear that it hopes Atlas, which is used by advertisers and agencies to place ads on websites and measure their impact, will help it prove Facebook ads do in fact work—a point I made in December when rumors started heating up. Facebook has spent much of the past year or so on many initiatives with measurement firms such as Nielsen and comScore and issued dozens of case studies trying to show just that. Indeed, Atlas itself last summer issued a blog post that touted what Atlas analytics can do for Facebook advertisers.
There’s a Wall, and It’s Your Browser or Mobile OS

Cookies

- PEPSI: ✓
- Coca-Cola: X
- DoubleClick by Google: ✓
- Android: X

Device IDs

- PEPSI: ✓
- Coca-Cola: X
- DoubleClick by Google: X

Customer History/Relationships
The Ties That Bind: Tag and Identity Managers
What are tags?

“A tag is a piece of JavaScript code that most digital marketing vendors require their customers to integrate into their web and mobile sites. In many cases, these tags collect visitor behavior information. Tags also can serve functionality, such advertising, live chat, and product recommendations.”

Tags are Ubiquitous and Tend to Connect Similar Kinds of information

- Status
- Identity
- Trigger
- Event
A Tag Manager is Repository for All Tags Under One Container Based Script
Each Tech Solution Has It’s Own Database and User ID

- This creates huge switching costs as legacy systems will own the history.
- Employees Need to Learn Multiple different interfaces and reporting systems.
- Need specialized resources to build custom integrations across different tools.
- API changes, means regular updating.
Tracking Universal Calls Around Identity and User Events

```javascript
analytics.identify('1e810c197e', {
    name: 'Bill Lumbergh',
    email: 'bill@initech.com'
});
```

```javascript
analytics.identify([userId], [traits], [options], [callback]);
```

```javascript
analytics.track('Signed Up', {
    plan: 'Startup',
    source: 'Analytics Academy'
});
```

```javascript
analytics.track(event, [properties], [options], [callback]);
```

```javascript
analytics.user().anonymousId('ABC-123-XYZ');
```

Identity

Events/Interaction

Persistent User ID
Most Tag Management Vendors Have 100s of Integrations, both Online and Off

Source: Segment.com
Server Calls on Website: All Online Identities Events

System Specific Server Calls:
- Identity System A
- Identity System B
- Identity System C
- Event A
- Event B
- Trigger C
Standard State: Web Only Conversion Event Means Your KPI is Proxy for Value

Online Lead Form

Conversion Registered at Page Load (KPI Received Seconds Later)
**Ideal State:** Lead Scored KPIs that are decimated across systems via Tag Integration

- **Initial (Minutes to Days Later)**
  - Is the Lead Valid?
  - Propensity To Convert?
  - Likely Policy Value?
  - Send the Conversion to Ad Systems for with $X Value

- **Daily**
  - Survival Curve

- **Ad Hoc Post Lead Events**
  - Did they answer Tele Follow-up?
  - Have they Re-Visited Site?
  - Health Check Scheduled?
  - Policy Out for Signature?

**Online Conversion Point is Just the Beginning**
Thank you!

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